

**METHOD AND APPARATUS FOR CONTROLLING ILLUMINATION OF A
DISPLAY IN A PORTABLE WIRELESS COMMUNICATION DEVICE**

Abstract of the Disclosure

5 A portable wireless communication device having a display screen, a light source
that is capable of illuminating the display screen, and a processor coupled to the light
source, dynamically adjusts a period of time during which the display screen is
illuminated. The processor couples power to the light source to illuminate the display
screen, determines at least one illumination time parameter associated with information to
10 be displayed on the display screen, and maintains a coupling of power to the light source
for a period of time that is based on the at least one illumination time parameter. In other
embodiments of the present invention, the processor may further determine to not
illuminate the display screen, or to terminate illumination of the display screen prior to
expiration of the period of time, based on a received instruction or a detected level of
15 ambient light.